

what is it?

The Main Street Special District Guidelines are a subsection of the Downtown Urban Design and Architectural Guidelines. These special district guidelines provide the urban design objectives and delineate the desirable, conditionally acceptable, and unacceptable design guidelines for the Main Street Special District area.

where does it apply?

The Main Street Special District area is generally bounded by Scottsdale Road to the east, Indian School Road to the north, Goldwater Boulevard to the west, and the properties located on the south side of Main Street.

who needs to use it?

City staff, and applicants involved in new development, infill, or revitalization projects located in the Main Street Special District area.

why was it developed?

Downtown's special districts are an important part of Scottsdale's history and a unique attraction to both residents and visitors. New development in these districts must respect the existing scale and character of neighboring buildings and must contribute to the urban design goals of its district location.

key points:

- 1 Preserve and strengthen Main Street's gallery character and fine-grain building pattern.
- 2 Create and strengthen pedestrian connections with the Fifth Avenue and Marshall Way Districts to the north.
- 3 Improve the continuity of Main Street's building frontages while maintaining the present diversity of architectural character.
- 4 Covered walkways are required on Main Street building frontages between Scottsdale Road and Goldwater Boulevard, and on Marshall Way between Main Street and Indian School Road.
- 5 Reinforce the strong, consistent street tree program to help unify the district's street character. Continue the present pattern of palms along Main Street and add them to Marshall Way.
- 6 Desirable building materials include: wood siding, stucco, mortar-washed concrete or slump block, adobe or burned block, and brick. Colors: light earth tones.
- 7 Desirable details: street furniture such as wood benches, courtyard fountains, planter boxes, earthen pots, and pedestrian-scale lighting.
- 8 Desirable covered walkway form is flat roof with parapet.
- 9 All exterior light sources and interior light sources visible from street or sidewalk must have lamps shielded from view. Incandescent or halide lamps are preferred.
- 10 Apparent building and storefront width maximum is 50 feet. Provide at least one storefront entrance for every 30 feet of building width.

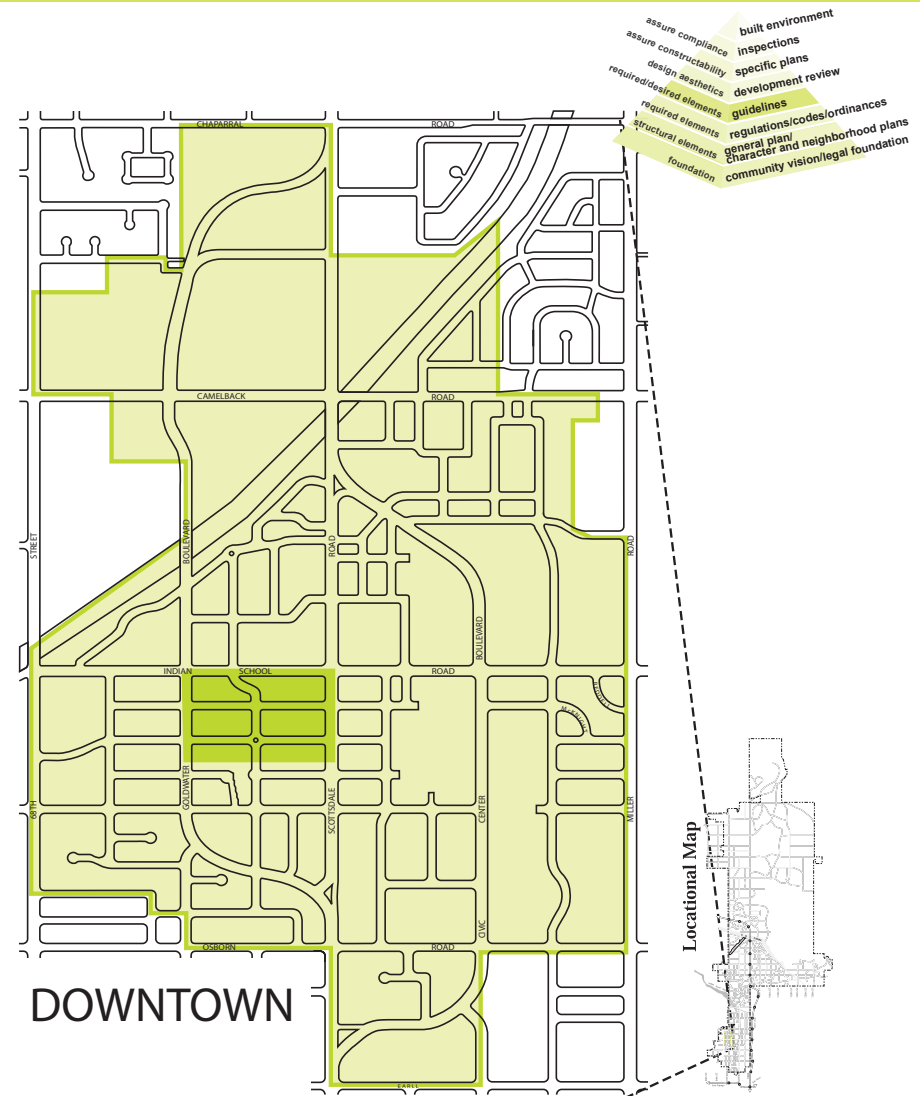
MAIN STREET SPECIAL DISTRICT GUIDELINES

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City Council approved - 1986 rev. 2004

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where is the full policy?

Planning and Design Library - Community Design Studio
One Stop Shop/Records
On-line at <http://www.ScottsdaleAZ.gov>

references and related documents:

Downtown Plan (1984)
City of Scottsdale General Plan (2001)
Scottsdale Visioning Shared Vision Report (1992)
Downtown Ordinance and Downtown Overlay (Scottsdale Zoning Ordinance)